

Introducing Joe Fournet
Owner/Creative Wizard, Ideas & MORE
Sugar Land, Texas



A Louisiana native with extensive experience in the advertising and marketing industry, Joe Fournet graduated from McNeese University in Lake Charles with a degree in Business Administration and followed with post-graduate work in International Politics and Law at Louisiana State University (LSU) in Baton Rouge. While in the Pelican State, Mr. Fournet was an ad agency partner before opening his own shop, Ideas Etc., whose clients included various political offices, parish coroner, and a racetrack.

Mr. Fournet moved to Houston in 1987 to become Regional Manager of the Bozell Worldwide office for the Chrysler Dealer Associations, for whom he spearheaded several successful advertising campaigns. In the early 90's he opened his own creative services firm, Ideas & MORE, where he has served such clients as Halliburton, Bechtel, Spectra Energy and various consumer businesses.

A published author and presenter of creativity and marketing, Mr. Fournet presented at the 2005 American Creativity Association International Conference. Among his more popular talks are "Get Creative Juices Flowing Again by Unleashing the Imagination," "Winning and Wacky Ways to Kick Start your Creativity," and "It's Still About the Idea, Stupid!"

Mr. Fournet is a past Board member and officer of the American Marketing Association (AMA)-Houston, past-president and current Board member of the International Association of Business Communicators (IABC)/Houston, member of the Houston Strategic Forum, and Houston Interactive Marketing Association. He serves on the Executive Board of the American Advertising Federation – Houston and is a Board member of the Houston Area Apple Users Group. Mr. Fournet is also a founding member of Only in Houston and has served on the Advisory Board of Create Magazine.

More information, articles and presentations on advertising, marketing and design services by Ideas & MORE can be viewed at www.ideasmore.net.